

Gauteng Tourism Authority and Gauteng Department of Sport, Arts, Culture and Recreation

2019 /2020 EVENTS RFP GUIDELINE/EVALUATION TOOL



EVENT CLASSIFICATION

An event is classified through the use of an "Event Classification Tool" for Gauteng. Each event type can be broadly described as follows (the actual classification is determined from the achieved score using the "Event Categorisation Tool")

CONTENTS

- Economic Impact
- Media Profile
- Social Impact
- Socio- economic Impact
- Event Legacy
- Environmental Impact
- Alignment to GCR
- Professionalism & Support Quality
- Funding

ECONOMIC IMPACT

- Anticipated number of unique attendees
- Anticipated profile of event participants
- Anticipated profile of event attendees
- Event Duration
- Season
- Location
- Recurrence in Gauteng
- Linkages to leisure tourism
- Linkages to business tourism
- Total projected economic impact

MEDIA PROFILE

- Media interest
- Extent of Media coverage
- Duration of media coverage
- Estimated value of media coverage

SOCIAL IMPACT

- Improves liveability in Gauteng
- Encompasses diversity
- Unifying/ creation of social cohesion
- Event activities lead to a growth in general interest in the theme

SOCIO-ECONOMIC IMPACT

- Community involvement
- Community interest
- Number of Jobs (working days) created/
sustained
- Skills development
- Diversity of service providers
- Community displacement

EVENT LEGACY

- Skills development
- Increase in interest, number of participants, general development in/ of the event theme
- Infrastructure improvements
- Improvement in public spaces/ places
- Increases usage/ grows interest in spaces/ places

ENVIRONMENTAL IMPACT

- Waste minimisation
- Water conservation
- Energy efficiency
- Biodiversity conservation
- Environmental impacts minimised
- Sustainable infrastructure
- Environmentally friendly procurement

ALIGNMENT TO GCR

- Develops vibrancy/ Home of Champions themes in the province
- Innovative, leading edge event
- Develops pride in Gauteng brand
- Embraces sports, culture, creative, music, arts, heritage, innovation, learning, mining, manufacturing, lifestyle, cuisine theme

PROFESSIONALISM AND SUPPORT QUALITY

- Quality of business plan
- Quality of sponsors
- Experience of organisers
- Extent of support from local, provincial, national government
- Involvement of federation

FUNDING

- Extent of committed financial support from stakeholders
- Extent of committed financial support from sponsors

THANK YOU